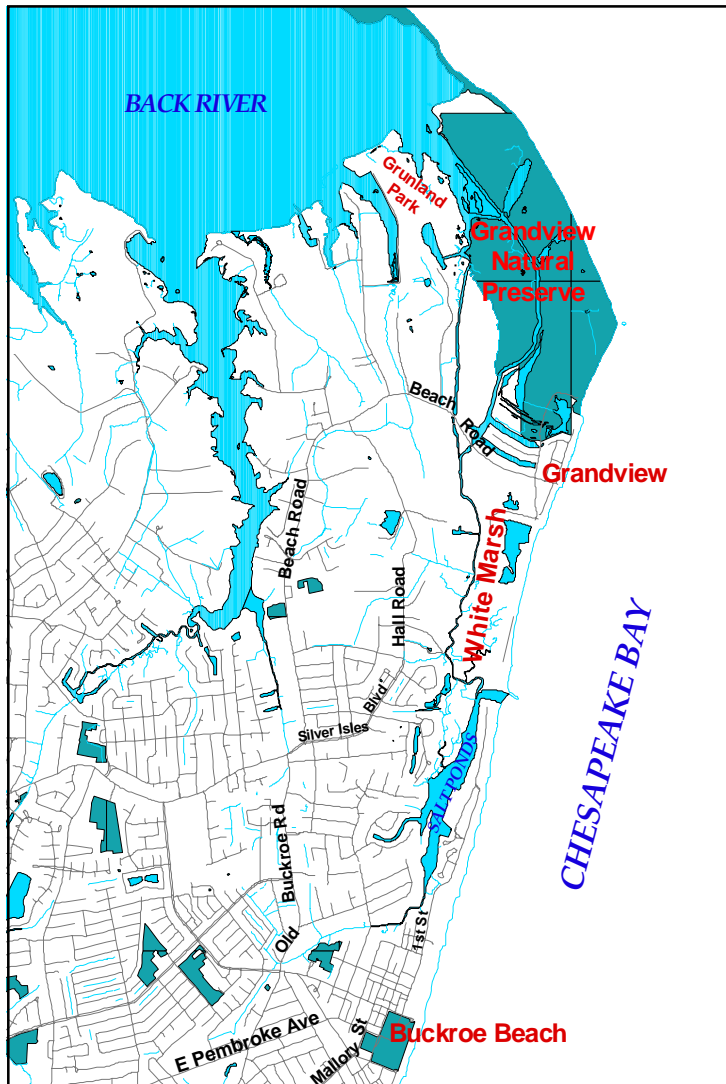


BEACHFRONT MASTER PLAN

(Adopted June, 1986)

Hampton's Chesapeake Bay beachfront is a valuable natural resource that presents important opportunities for public use and private development. The purpose of the Beachfront Master Plan is to comprehensively evaluate Hampton's beachfront resources and to establish the best roles and land uses to meet the needs and goals of the Hampton community.



Recommendations:

Beach

- Conduct a Beach Nourishment Study to determine how, physically and financially, to nourish the entire beachfront from Grandview to Buckroe. In progress.
- Secure funding for beach nourishment and property owner agreements for public access to private beaches, in exchange for sand and stabilization.
- Implement beach nourishment program.

Buckroe

- Acquire properties at Buckroe required for the core development of the public beach, park, commercial, residential and public parking needs. Completed 1996. Acquisition of peripheral parcels and nodes for parking at existing access points would be long-term priorities.
- Market Buckroe properties for commercial/residential development. Stipulate strong performance measures for public spaces but allow developer input into final design of public spaces in order to achieve maximum compatibility among uses.
- Design and implement improvements to public spaces (including parking) at Buckroe, in cooperation with developer if feasible.

Grandview

- Complete design and cost estimates for Grandview improvements; seek and secure funding.
- Implement Grandview improvements including visitors' center, educational facilities, parking and public beach. **The 2020 Parks and Recreation Master Plan recommends citywide facilities at Grundland Park and White Marsh, in to the Grandview Nature Preserve.**

Salt Ponds

- Work with developer of Salt Ponds to design parking and public access to beachfront.
- Secure public access points and implement parking improvements in cooperation with developer at Salt Ponds.

White Marsh

- Work with property owners at White Marsh to determine development potentials for properties and to coordinate incentives for high-quality development and public access to beachfront, taking a proactive role to encourage executive estate development. **The 2020 Parks and Recreation Master Plan reversed this recommendation in favor of preserving the White Marsh property as an environmental protection area.**

- Acquire properties/implement improvements at White Marsh as necessary based on results of above recommendation. **The 2020 Parks and Recreation Master Plan reversed this recommendation in favor of preserving the White Marsh property as an environmental protection area.**

Access

- Provide landscaping on Mallory Street Corridor to enhance the visual appeal of the primary access into Salt Ponds and Buckroe. Utilize resources for citywide landscaping program to fund effort.
- Utilize road improvements and extension of water and sewer along the Silver Isles Boulevard Extension to Beach Road as a point of negotiation to control the quality of housing for executive estates west of White Marsh.
- Improve Pembroke Avenue to four-lane standard from Old Buckroe Road eastward to the beachfront park.

Maintenance

- Secure long-term funding commitment for maintenance of the beachfront.

For further information or a full copy of this plan, call the Hampton Planning Department at (757) 727-6140.